

The Investigation on Social Public Cognition about the Silk Road Economic Belt

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Abstract

The construction of the "Silk Road Economic Belt" is a grand vision which is put forward by general secretary Xi Jinping and the new government, especially in the recent APEC conference, chairman Xi announced that China would contribute \$40 billion to set up the Silk Road Fund and even put the construction of "Economic Belt" in a new higher position. This passage takes the narrow sense of the Silk Road Economic Belt as a research object, based on 28 provinces (areas), 471 valid questionnaires, survey the cognition of public about the "Silk Road Economic Belt". Then, the article analyzed the social public's awareness of the economic belt, the influence of "Economic Belt" strategy to the industry, the public's support degree on the provinces placing on themselves within the economic belt and the expect about the further development of economic belt. In the end, the article draws some conclusions and discussion.

Keywords

The "Silk Road Economic Belt"; Public; Investigation; Cognition

Introduction

On September 7, 2013 Chinese President Xi Jinping proposed the strategy of co-construction "Silk Road Economic Belt" in Kazakhstan Nazarbayev University. On December 14, 2013 Chinese National Development and Reform Commission and the Ministry of Foreign Affairs held a forum to promote the Silk Road Economic Belt and the maritime Silk Road Construction. The preliminary finalists of Chinese provinces in the Silk Road Economic Belt are for a total of 14 Provinces (areas). Therefore, the narrow sense of the Silk Road Economic Belt in the domestic only includes those 14 Provinces (areas). The article takes the public as the investigation object, and takes the investigation through field interviews. Then according to the questionnaire data, social public' cognition of the "Economic Belt" strategy is analyzed. For the study of economic belt, different scholars have different views [1-4].

Experimental Procedure

This article mainly used the literature data method, questionnaire survey method and statistical analysis method. First of all, this paper used the method of literature and consulted relevant literatures to have a further understanding of the research status domestic and abroad; secondly, it used the method of questionnaire and issued questionnaire in all provinces. At the end, it recovered 471 valid questionnaires, involving 28 provinces (areas); Finally, it used EXCEL, SPSS17.0 and AMOS21.0 related software for statistical analysis.

Results and Discussion

The Characteristics and Reliability Analysis of the Questionnaire

The questionnaire is divided into two aspects of basic information and specific problems. Basic information mainly include six aspects: gender, age, location, occupation, education level and income. The specific problems mainly described the cognition and the influence of the "Silk Road Economic Belt" and other related contents. Using SPSS 17.0 to test the validity and reliability of the questionnaire, we get the result that the validity is 0.707 and the reliability is 0.754. So the validity and reliability are confirmed.

Analysis of Statistical Results

1) Analysis of the Public Awareness on the Economic Belt

The result of the questionnaire shows public awareness is 67.94%. (The total ratio of better understanding and

general understanding), and the awareness of different area and different profession on "economic belt" is different. See table 1.

TABLE 1 AWARENESS OF THE DIFFERENCE IN DIFFERENT REGIONS AND DIFFERENT OCCUPATION

Understanding level	Proportion (%)	Region	Awareness (%)	Occupation	Awareness (%)
Better understanding	18.68	The eastern region	62.21	AB	90.32
General understanding	49.26	The central region	61.11	CDEFI	60.34
Don't understanding	32.06	The western region	83.21	GH	74.79

Notes: AB: Civil servants, business unit staff; CDEFI: Enterprise employees, private owners, retired personnel, free occupation, farmers; GH: student: High school and below, University and above.

2) Analysis of the Public Support on the Construction of Economic Belt

The survey result shows 79.62% of the respondents support the construction of "Economic Belt". Calculated by region, 82.56% support the construction of the "Economic Belt" in the eastern region and 73.46% in the central region and 83.21% in western region. So the public support of the construction of the "Economic Belt" is good, and has no obvious regional differences.

3) Analysis of the Way of Acquiring relevant Information of the Economic Belt

According to the survey data, the main way of obtaining the related information is TV and the Internet, accounted for 66.59%. Other ways such as newspaper, broadcast, relatives and meeting accounted for 7.2%, 1.7%, 6.9% and 18%, the low proportion.

4) Analysis of the Influence Degree of Economic Belt on the Industry

When we investigate whether "Economic Belt" strategy has influence on the industry, 54.55% responses say yes. Among them, the influence on the institutions and enterprises employees are the largest, in the two occupations, the number of reflecting the influence have influence accounted for: 83.67%, 63.31%. Employees who were influenced by the enterprise, 64.64% are from the foreign trade export type enterprises and international travel agencies. The impact on other industries is relatively small.

5) Analysis of the Public Identification About the Provincial Positioning in Economic Belt

The Silk Road Economic Belt contains 14 provinces (area), and each province (area) has a different location in the "economic belt" construction. Such as the position of Gansu is proposed for the "golden section", Xinjiang as the "core area" etc. Survey results show that the proportion of supporting the five northwestern provinces (area) positioning is 92.36%. In the northwest region, public identification of Xinjiang is the highest, 63.91%, and other provinces (area) are lower. See figure 1.

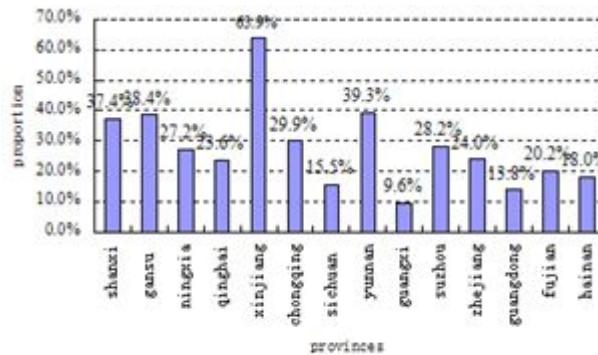


FIG.1 THE PROPORTION OF DIFFERENT PROVINCES POSITIONING SUPPORT

In the analysis of which provinces will be benefit largely, 97.66% of the investigation object chooses five provinces in the northwest, 47.35% chooses southwest of four provinces, 43.31% chooses eastern five provinces. Based on the distribution of provinces, 70.91% of the public think Xinjiang will be the biggest beneficiary. In interior, the degree of identification for this is 70.01%, and exterior is 71%. Both results are nearly the same.

From the above analysis, the public agree with the statement that Xinjiang is the core area in economic belt and

will be the most benefit province. This is mainly because Xinjiang is the main province in the ancient "Silk Road" and plays an important role in its glory. The strategy of economic belt is intended to speed up the opening to the west, and Xinjiang becomes the core area having unique advantages in geographical location, resources, policy and other aspects. So the view that Xinjiang as the core area, and also will be the most beneficial province is accepted generally by the public.

6) Analysis of the Five Aspects of Construction Support Degree of the Economic Belt

"Five aspects of construction" is an important content of the "economic belt" construction. The survey data shows that the public's identification on five links construction is higher, see figure 2.

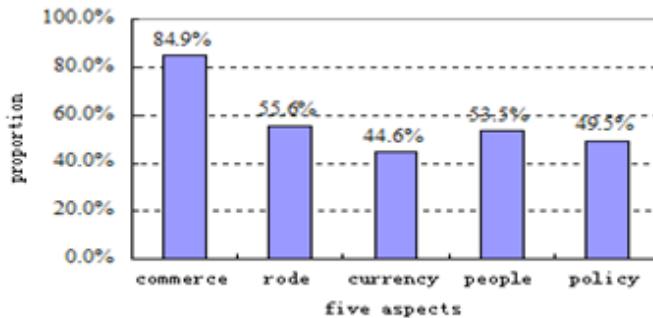


FIG.2 THE PUBLIC SUPPORT FOR THE CONSTRUCTION OF THE FIVE ASPECTS

When asked which is the most important, 53.72% people firstly chose unimpeded trade, and the highest proportion. The secondary is road interlinked and policy communication, accounted for 13.80% and 13%. The final is the currency circulation and people communicated, with the same proportion of 9.8%. "Five aspects of construction" is an important content in the built of "Silk Road Economic Belt", every aspect has an irreplaceable role. The countries included in the "Economic Belt" mostly are developing ones and have a higher demand to the development of economy. "In the construction of the five links, unimpeded trade is undoubtedly the best way to promote economic growth, which is consistent with the date from the questionnaire investigation, so social publics mostly want economic belt to play its "trade open" role and think the smooth trade is the most important.

7) Analysis of the Influence Factors about the Economic Belt

There are 10 factors that influence the questionnaire design, including the cooperation degree of countries along and cooperation degree of related provinces, and so on. See figure 3.

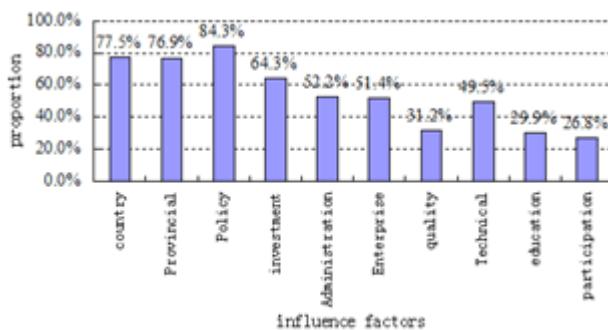


FIG.3. ANALYSIS OF INFLUENCE FACTORS

By the investigation data, people believes that six factors have a great influence on the construction of the economy belt, which are listed as follows: policy support, countries along the cooperation degree and related provinces the level of cooperation, the government investment, management system and enterprise. Among them, 84.29% subjects choose "policy support", 77.49% chooses countries along the degree of cooperation", 76.86% chooses "related provinces cooperation degree". This is consistent with AMOS21.0 statistics on main influence factors of the calculation results, which shows a higher credibility of the survey data.

The scope of "Economic Belt" construction includes China and Central Asia and other countries in the world,

and 14 domestic provinces. So the "Economic Belt" construction is not just one country or one of the domestic provinces that can make efforts to build. The prosperity of economic belt needs the corporation of along countries and domestic related provinces and the support of macro policy.

8) *Analysis of the Future Exception about the Economic Belt*

When asked about the form of the economic belt is open: "hope that more countries join in" or closed: "only be included in the "economic belt" in the country can join in", 85.56% of the investigation objects choose for the construction of the form of "opening", only 14.44% select the "closed". This point has been tested well in the recent meeting of APEC. In November 8, 2014, the Chinese President Xi Jinping announced that China would contribute \$40 billion to the establishment of the Silk Road Silk Road Fund, and that the fund was open, welcoming investors of the Asian region and others to take actively part in it.

Whether the economic belt can reproduce of the ancient Silk Road's prosperity in the future, 32.27% subjects deem that it will accomplish certainly and 51.17% of the public think it may come true. This shows that, the public has an optimistic attitude about the future development of the economic belt.

Conclusions

The public has a higher awareness of the economic belt, but a lower proportion of in-depth understanding, and the awareness has some differences in area and occupation. It still needs to be optimized. We should pay attention to the influence of TV and Internet in the optimization process.

The strategy of "Economic Belt" has an impact on the industry, and the larger impact on enterprises, especially for foreign trade export enterprise. So the enterprise should seize the opportunity of "economic belt" strategic, and promote itself development.

Social public has a higher identification degree of the western provinces positioning, in which the positioning of Xinjiang gets the highest level of agreement. So Xinjiang should develop its unique advantage building the core area of economic belt.

The support degree about "Five aspects construction" is higher, and in which the public think "trade" is the most important. So we should develop the important role of "trade open" in the "five links construction", and promote the construction of economic belt.

The country cooperation, provincial cooperation, and policy support are the main factors of "economic belt" construction. So in the process of the construction of "economic zone", we should strengthen policy support and cooperation between countries and provinces.

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